

MISSOURI DIVISION OF TOURISM

MISSOURI FEBRUARY TRAVEL BAROMETER
(DATA AVAILABLE AS OF 03/10/2021)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Lodging Trends – Week Ended February 27, 2021

OCCUPANCY
was down
22.1%
as compared to
the same week in
2020

**STATEWIDE
DEMAND**
DECREASED
22.0%

ADR
(Average Daily Room Rate)
DECREASED
17.2%

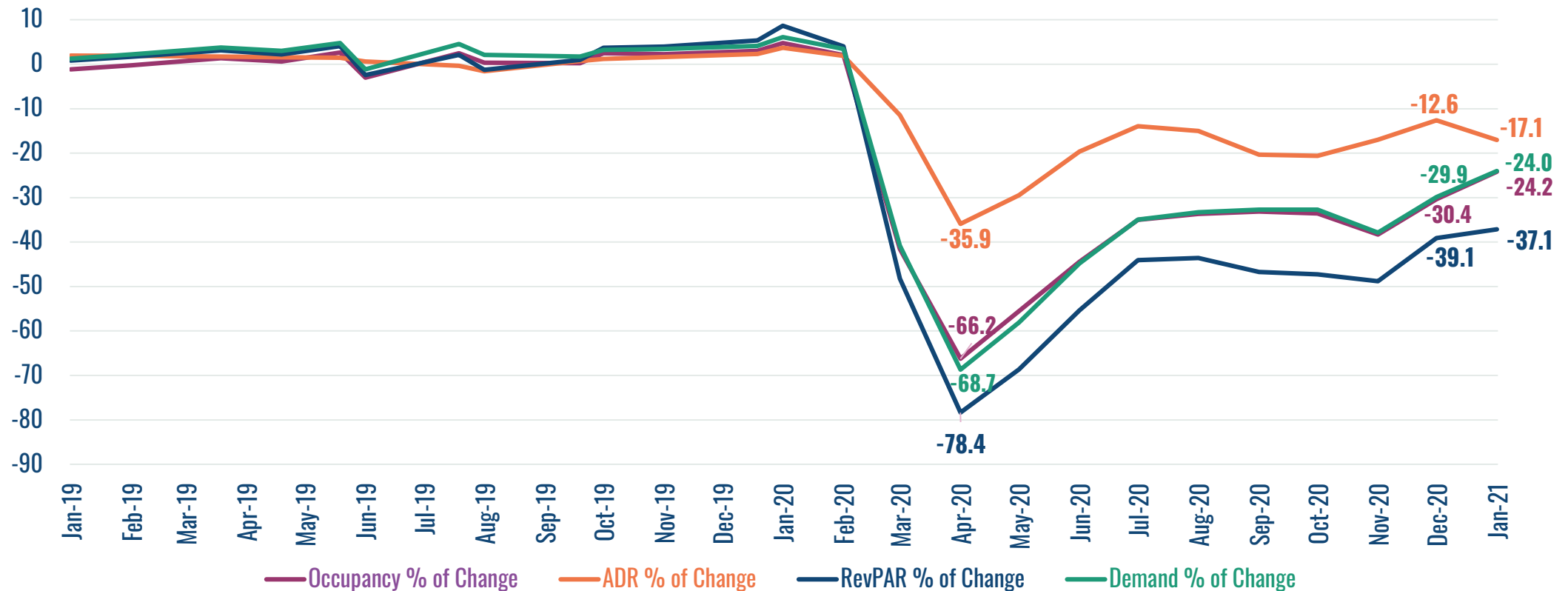
RevPAR
(Revenue per Available Room)
DECREASED
35.5%

Missouri Travel Barometer

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STR Monthly Lodging Trends Percentage of Change

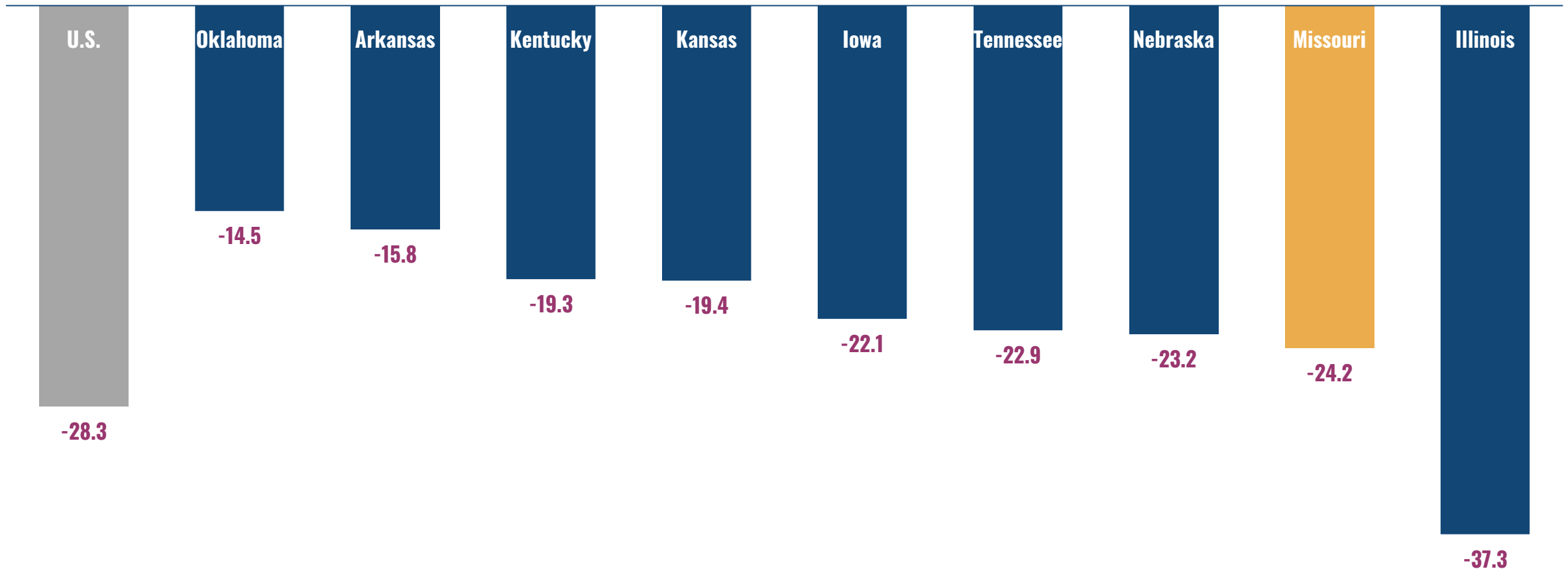


Missouri Travel Barometer

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STR Occupancy Percentage of Change -- January 2021 vs January 2020 Comparison of Neighboring States

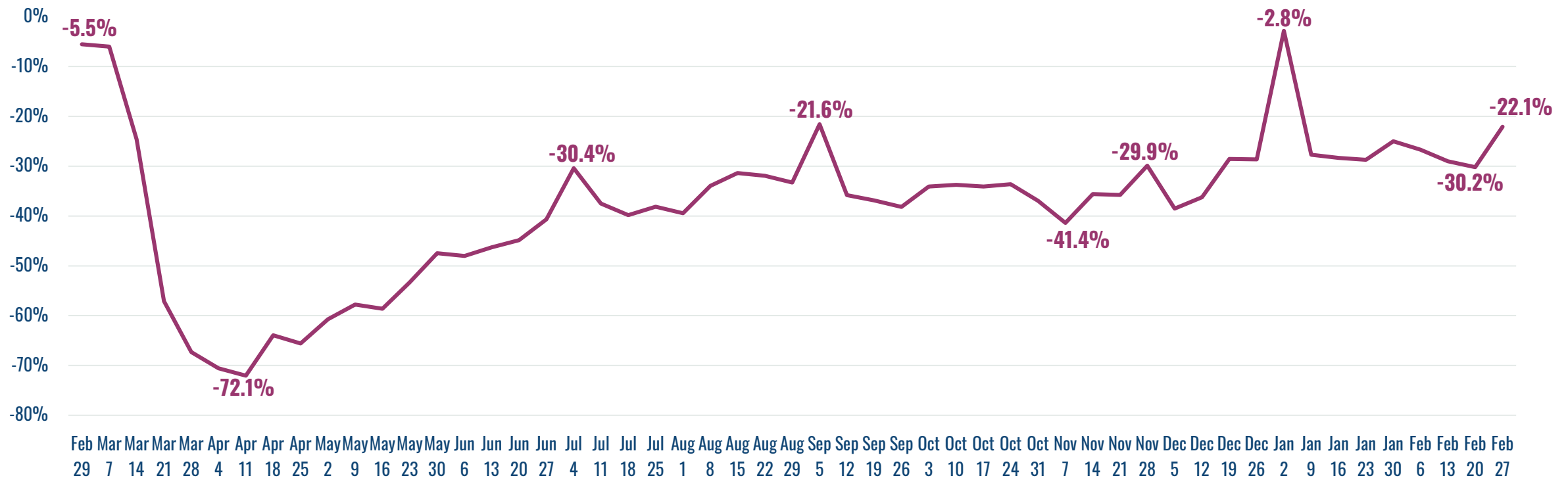


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Weekly Lodging Trends Occupancy % of Change from Prior Year

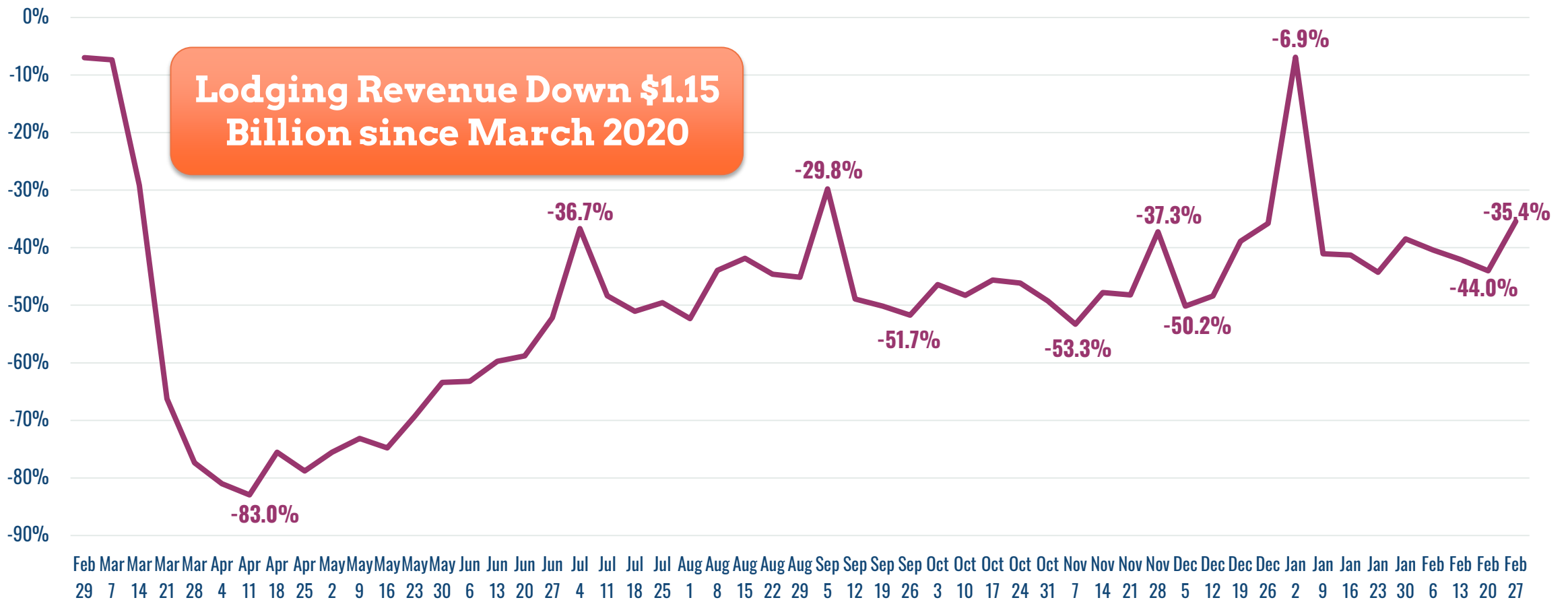


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Weekly Missouri Lodging Revenue % of Change from Prior Year



Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

January 2021 Compared to 2020

OCCUPANCY
was down

0.5%

as compared to
the time period in
2020

**STATEWIDE
DEMAND
INCREASED**

4.9%

ADR
(Average Daily Room Rate)
INCREASED

14.0%

RevPAR
(Revenue per Available Room)
INCREASED

13.5%

AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rental Trends for Entire Place Rentals

January 2021 Compared to 2020

OCCUPANCY
was down
0.4%
as compared to
the time period in
2020

**STATEWIDE
DEMAND**
INCREASED
9.0%

ADR
(Average Daily Room Rate)
INCREASED
15.7%

RevPAR
(Revenue per Available Room)
INCREASED
15.3%

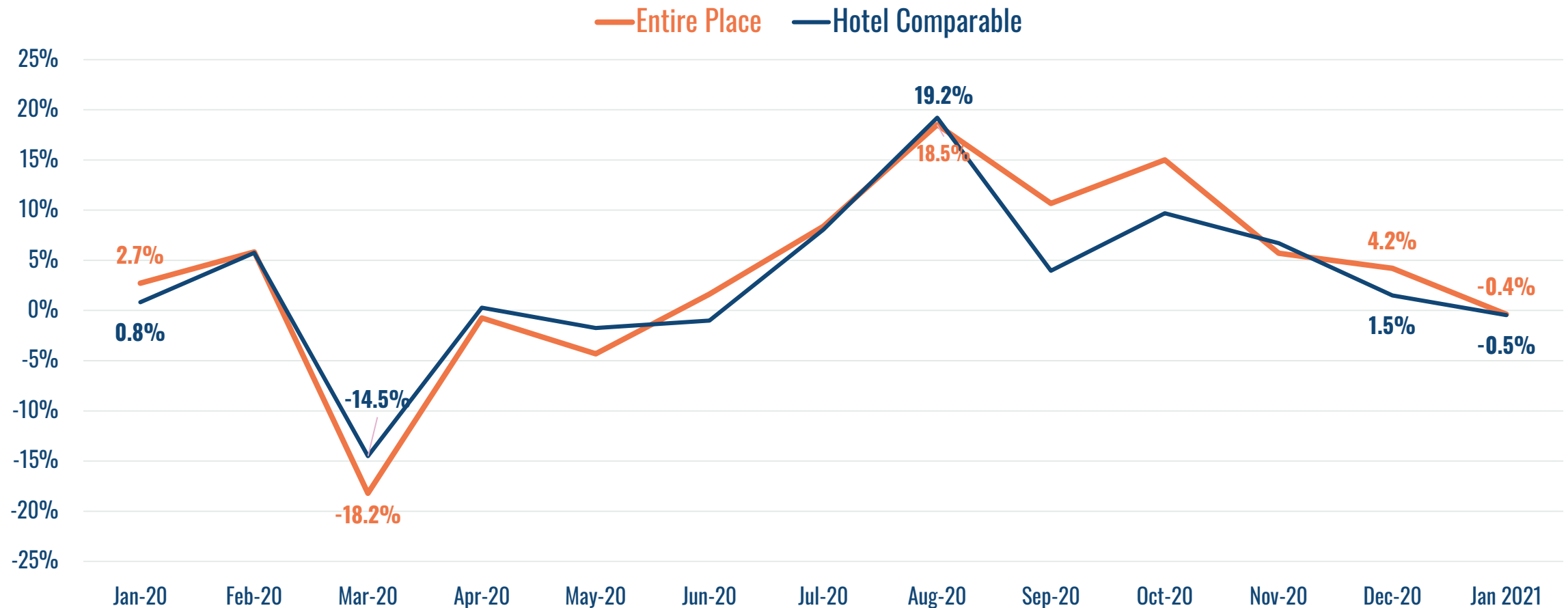
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



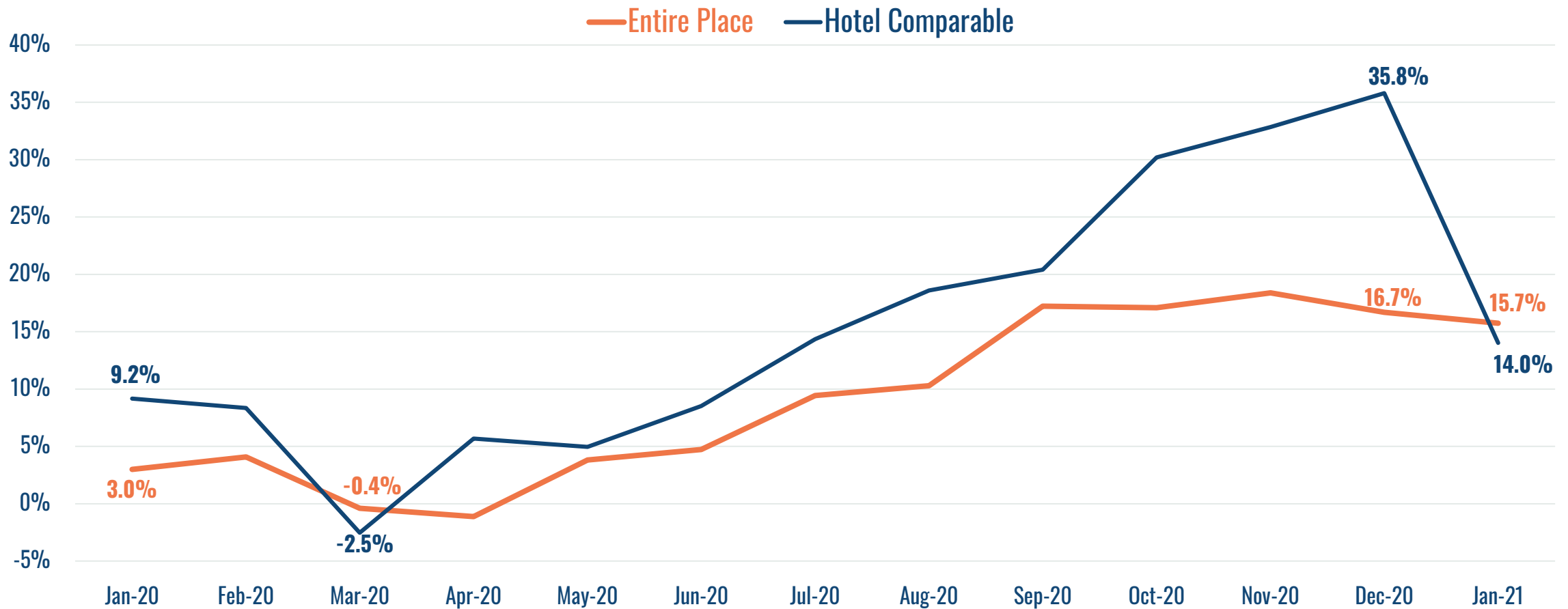
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



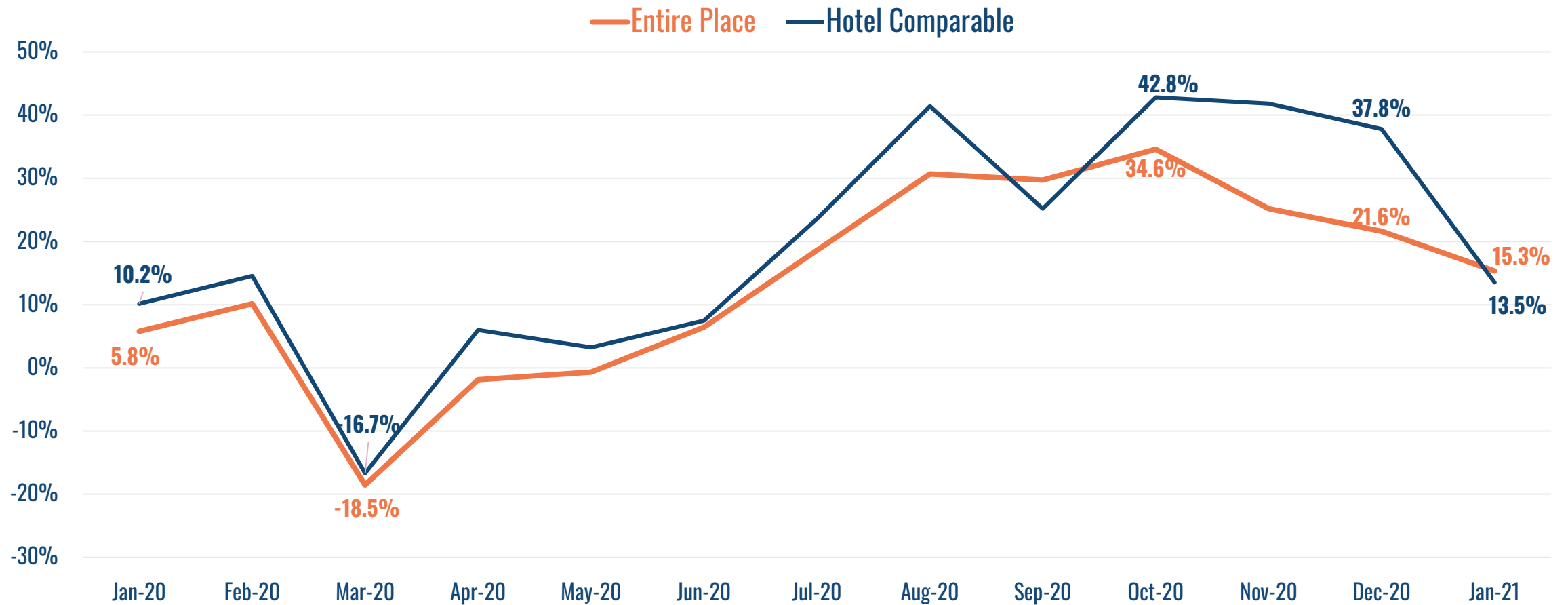
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



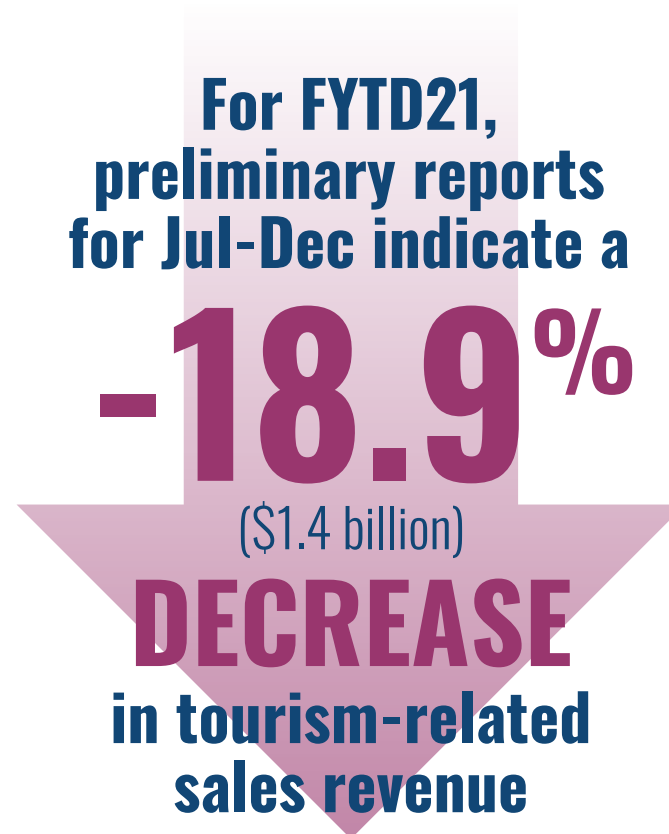
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through December 2020

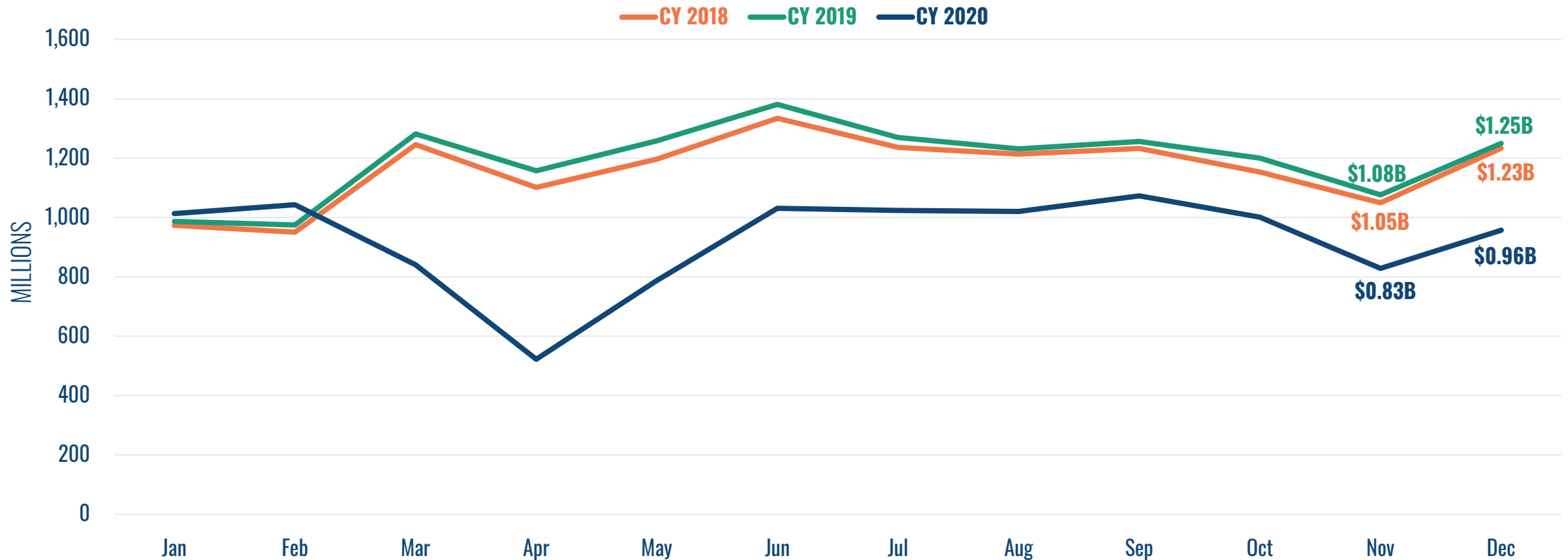


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS

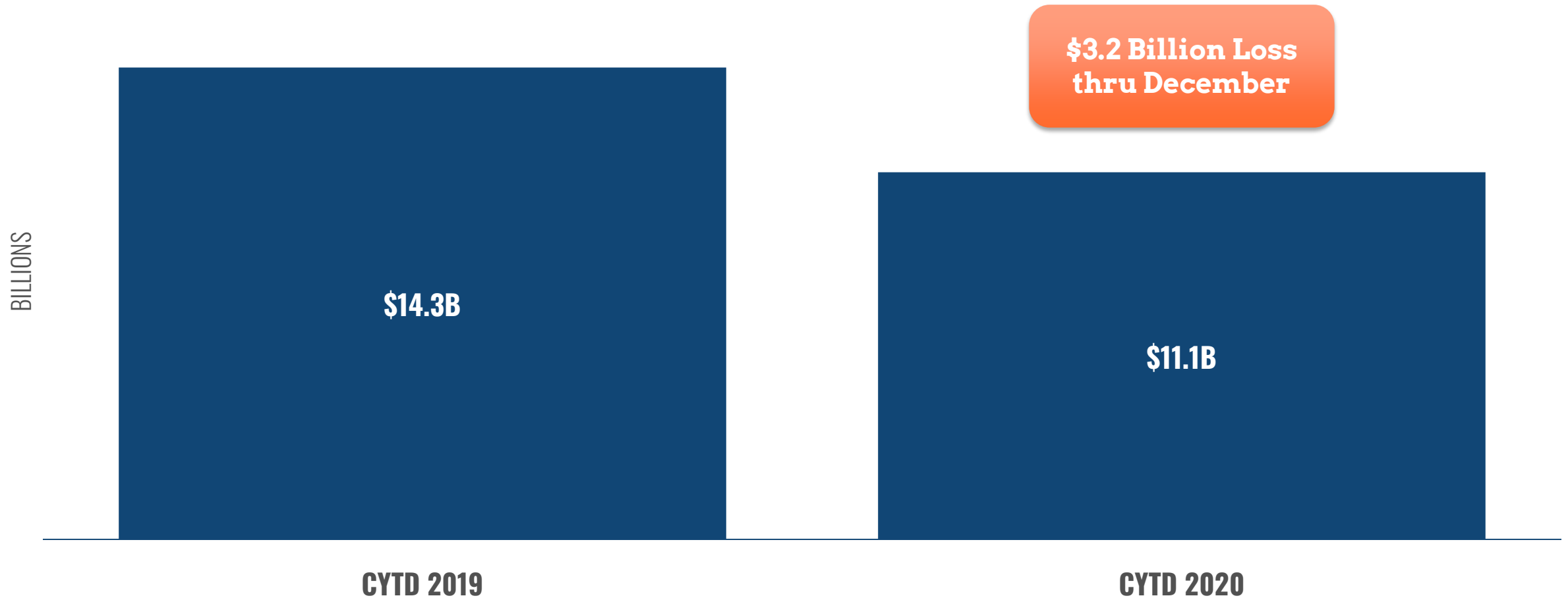


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD January - December Sales Revenue from Tourism-Related NAICS

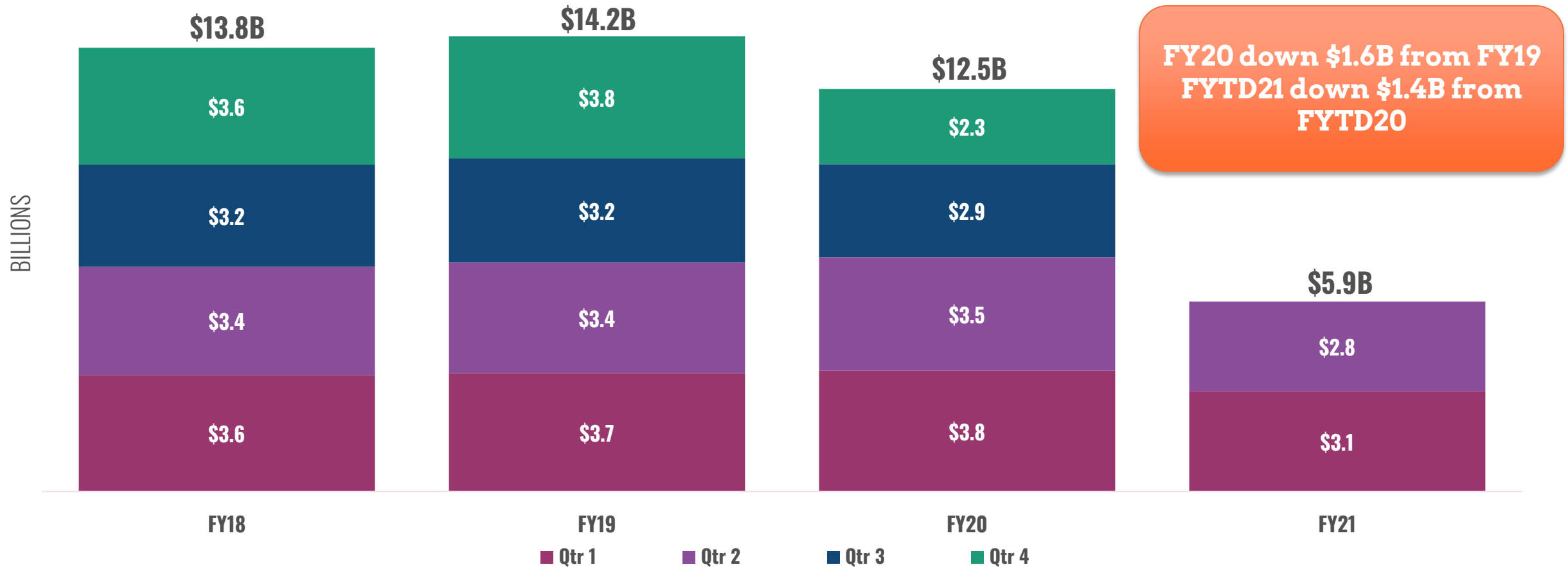


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



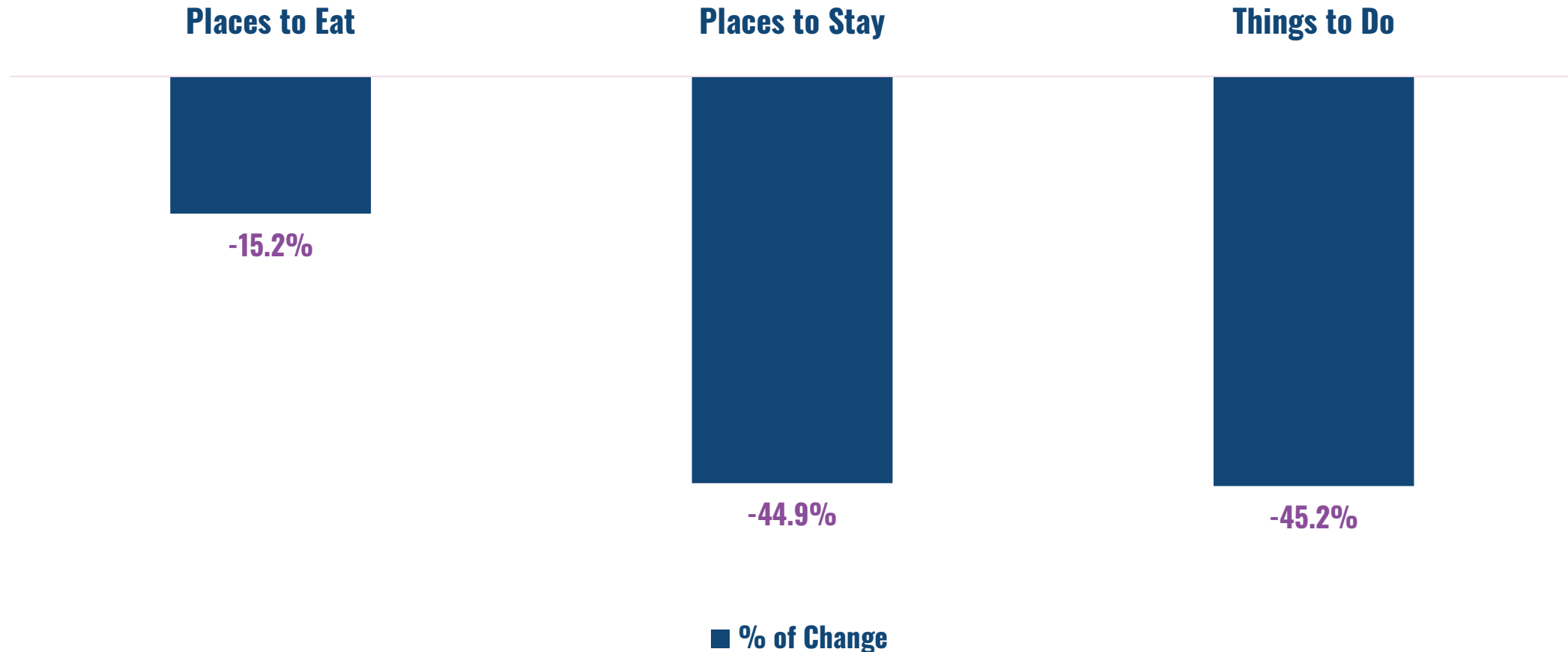
Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Sales by Business Type

Change in CY 2020 Compared to CY 2019

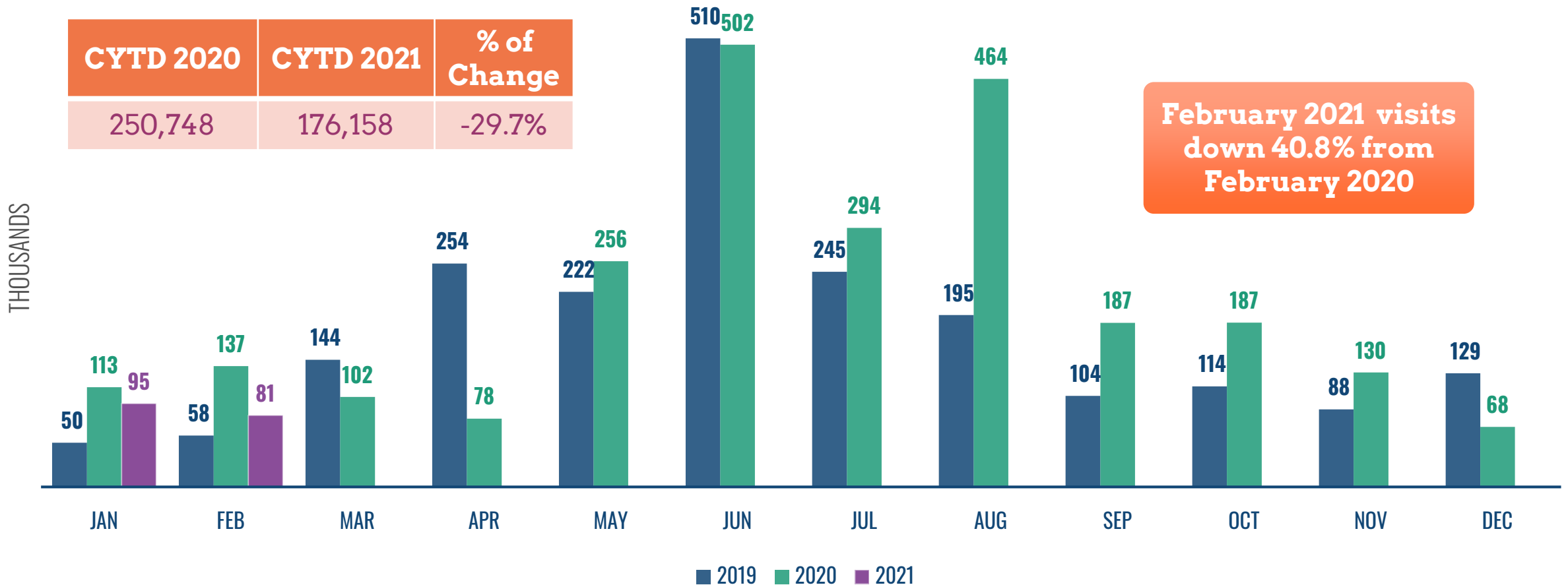


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020

Calendar Year Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

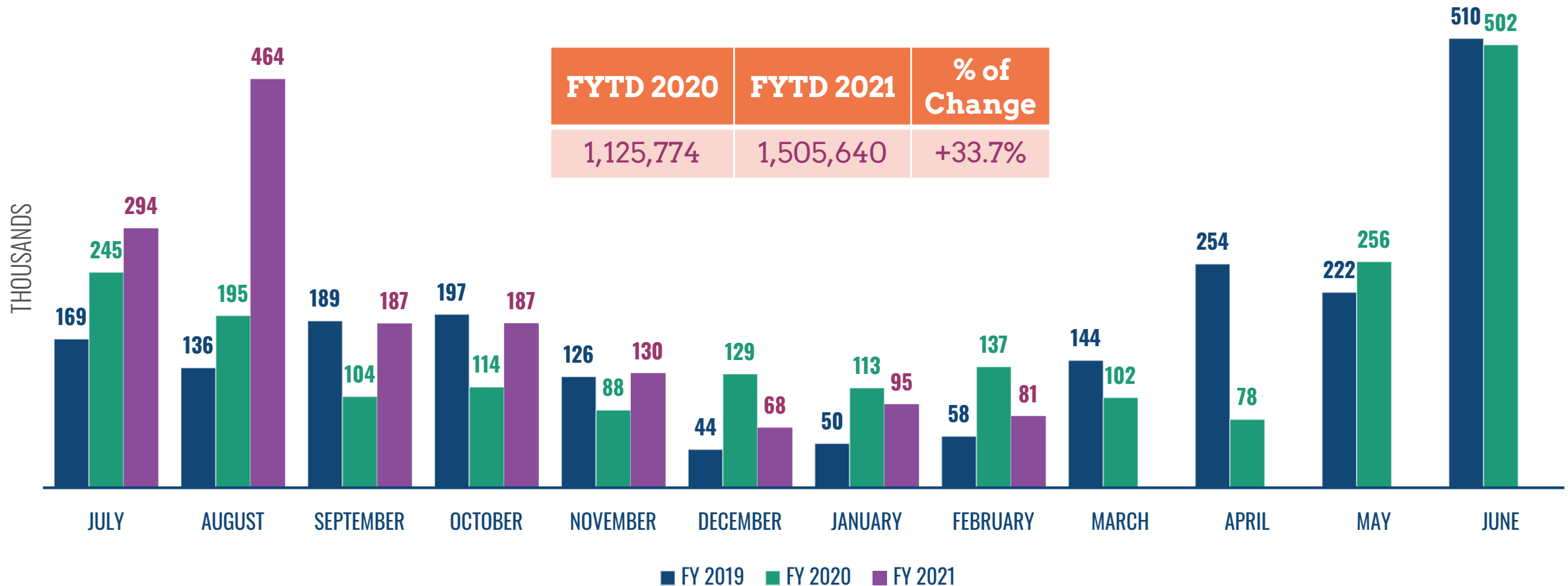
Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

Missouri Travel Barometer



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Fiscal Year Visits to VisitMO.com by Month



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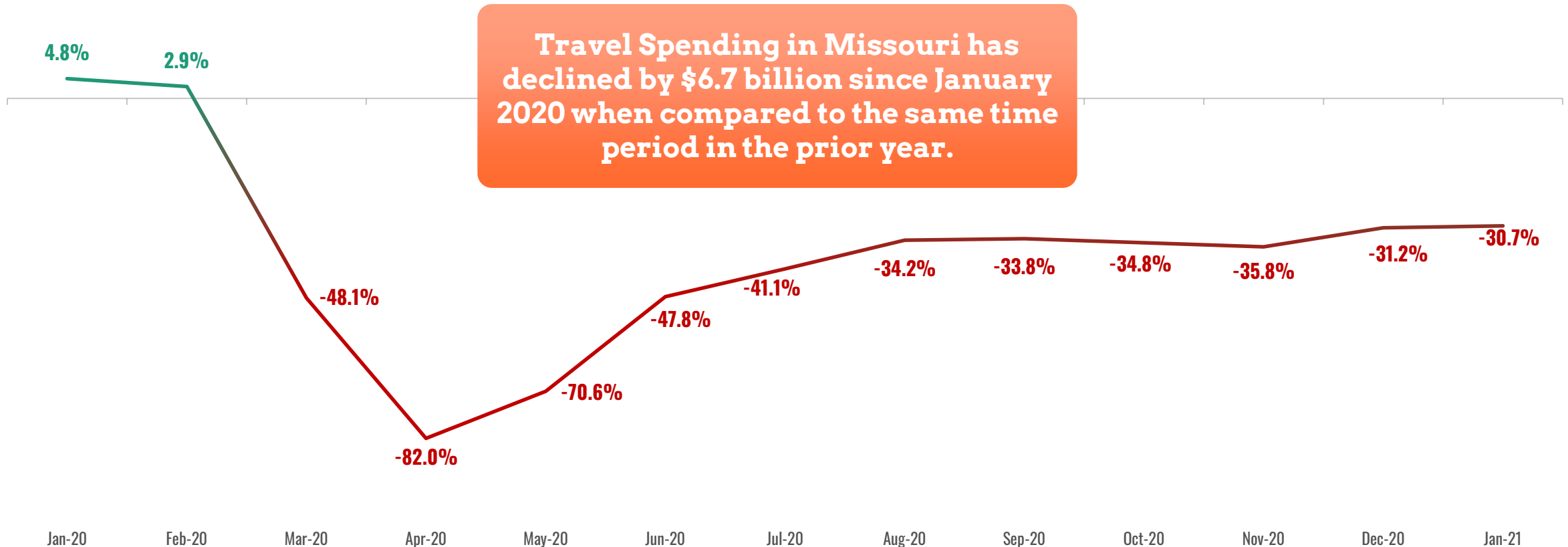
Missouri Travel Barometer

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Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

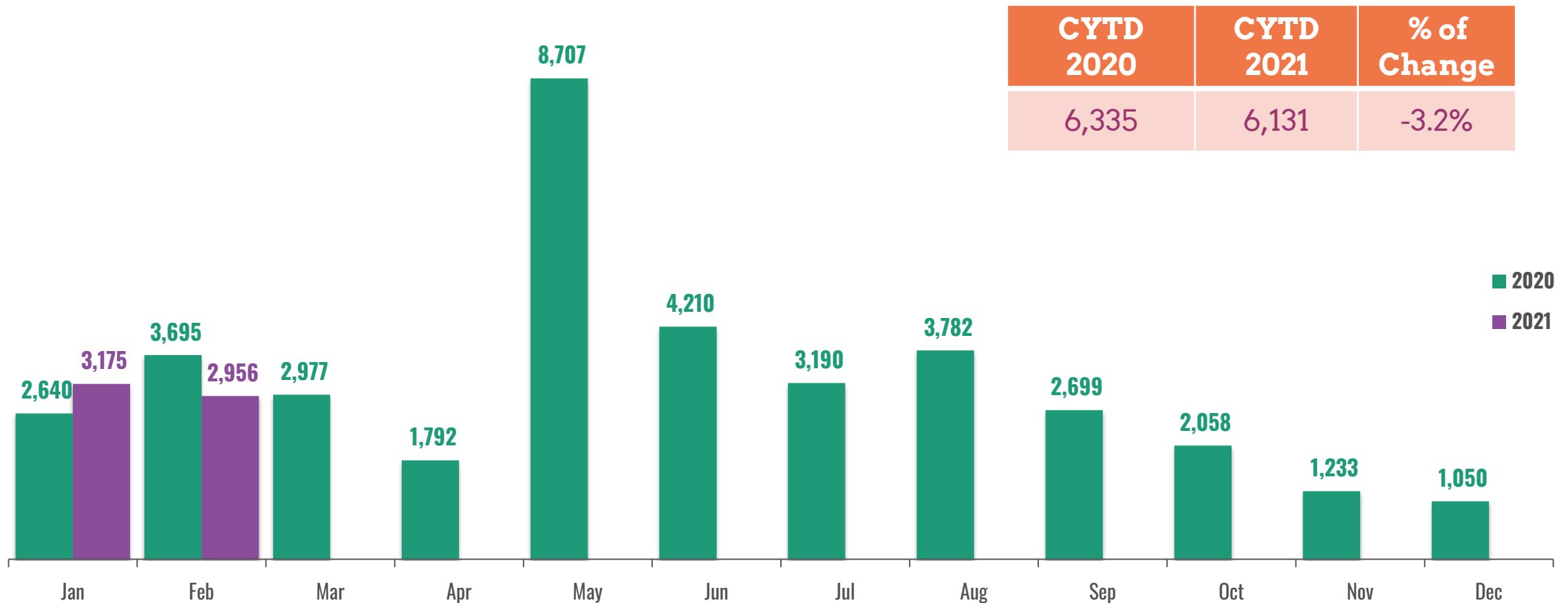


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources

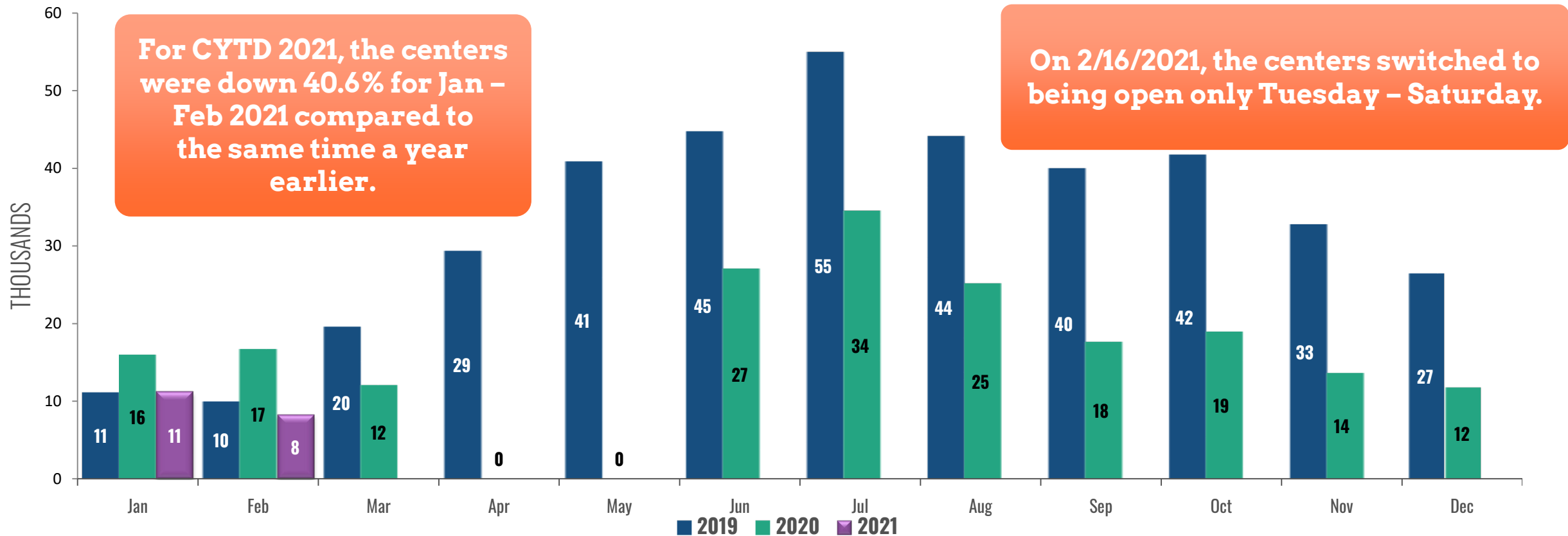


Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Missouri Travel Barometer

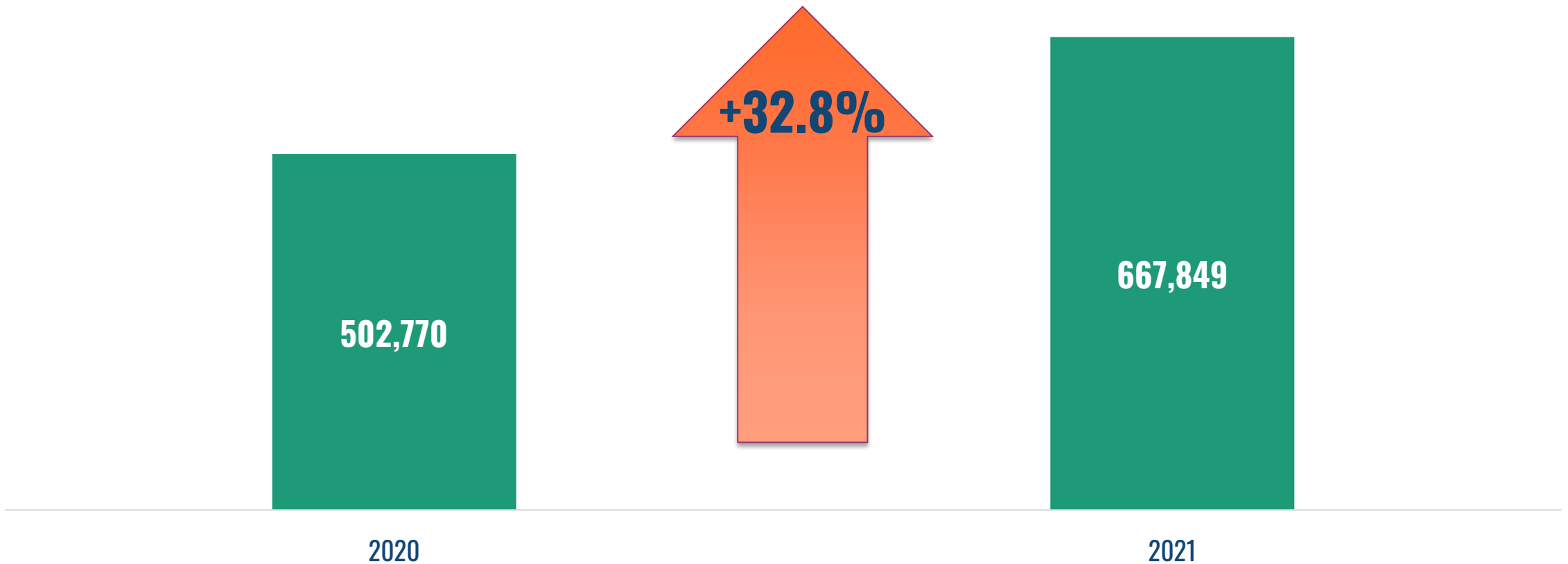


Welcome Center Visits: 2021 Calendar Year to Date through February



Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday.

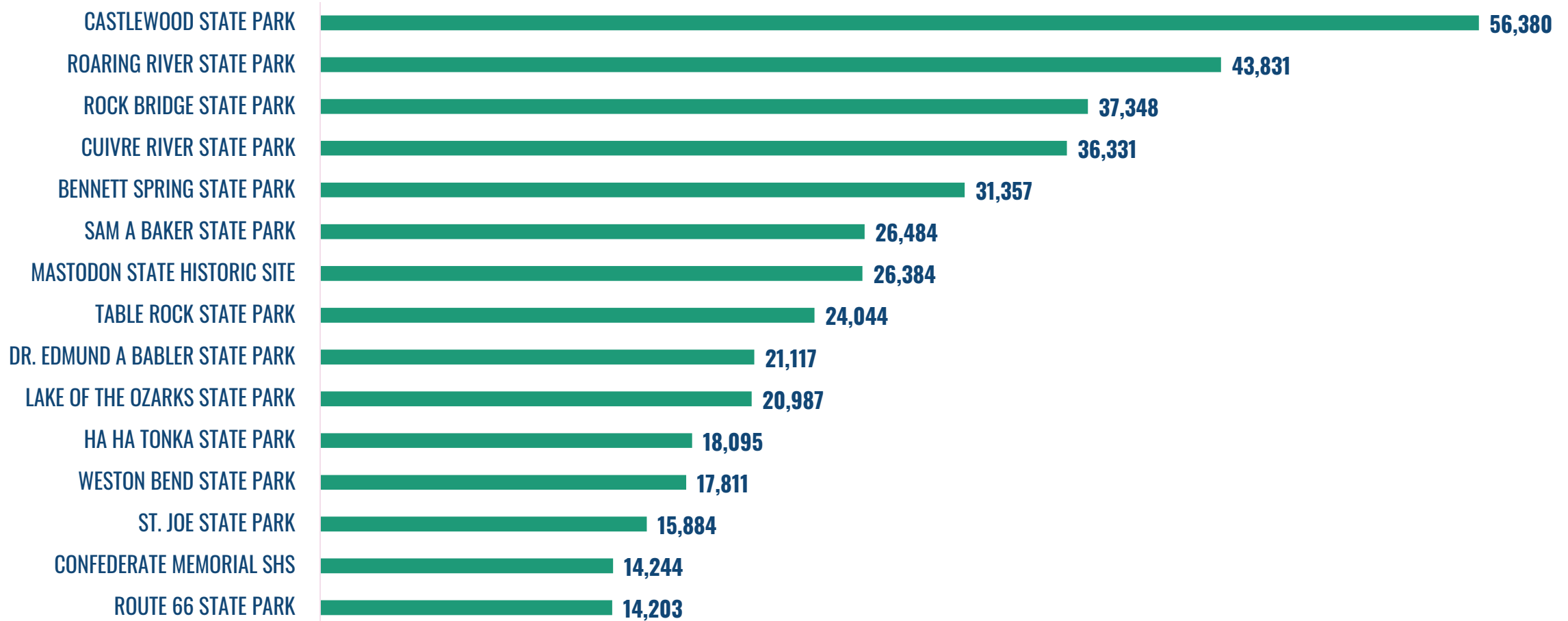
Visitors to Missouri State Parks during January



Missouri Travel Barometer

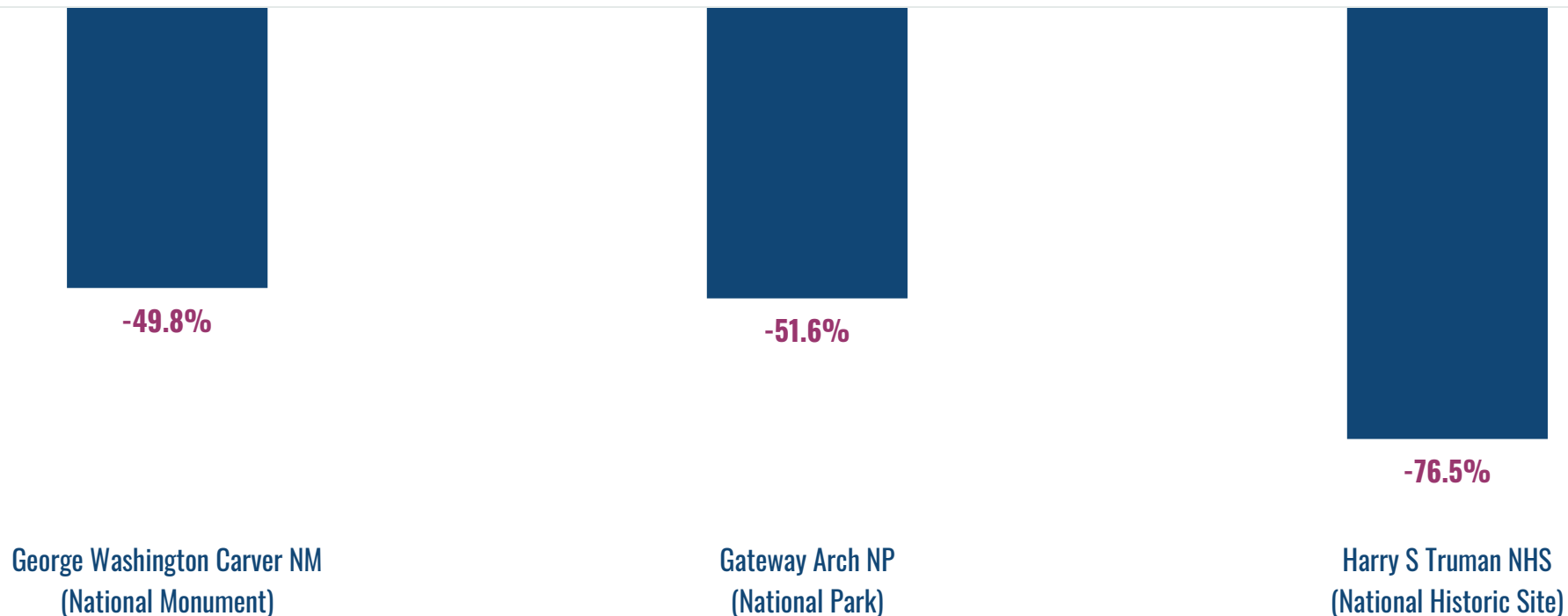


Most Visited Missouri State Parks during January 2021



Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks January 2021 Compared to 2020



Notes: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM, and the Harry S Truman NHS have been closed since mid-March due to Covid-19 precautions. Truman's home also remains closed, but the farm grounds are open. At the Gateway Arch NP, the Old Courthouse remains closed, but Tram Rides to the top of the Arch resumed on September 1.

THANK YOU

